

## “Moneyball for management”

— Gordon Tredgold, author, *Fast*, Founder & CEO of Leadership Principles,  
Prof. of Business, Economics and Law, Staffordshire University

### **Never Go With Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters** *Poor decision making can devastate an enterprise. Here’s how leaders can avoid terrible advice, cognitive biases, and bad judgment to save their business and bottom line*

What brings down a business? Whether minor mishaps — like excessive team conflict, or major calamities — like those that threaten bankruptcy, nothing drives a business towards disaster as fast as poor decision making. Behavioral economics and cognitive neuroscience studies reveal that our flawed mental patterns — what scholars call cognitive biases — trigger the poor decisions at the root of countless business disasters. And that chestnut advice to “go with your gut” is actually a strategic error that costs organizations and careers.

Take Elon Musk’s infamous tweet in 2018 about taking Tesla private — causing a massive shakeup and stock plunge. Enron leaders chose to use illegal accounting practices — a scandal that ultimately shuttered the former giant. Boeing made terrible decisions to cover up problems and rush production of the 737 Max. In so many cases, gut-based leadership extracts a steep price. Leaders today need clear guardrails to stay on track and make the best decisions. They need effective tools to get free of the cognitive biases distorting clear-headed strategy.

Combining practical case studies with cutting-edge research, leadership and decision-making expert Dr. Gleb Tsipursky debunks the myth of leading by instinct and provides powerful tactics to avoid business disasters in his new book. *Never Go With Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters* (Career Press, November 1, 2019) is the first book to focus on cognitive biases in business leadership, revealing how we can overcome these dangerous judgment errors effectively, and revealing the counterintuitive secret to the success of pioneering leaders and organizations.

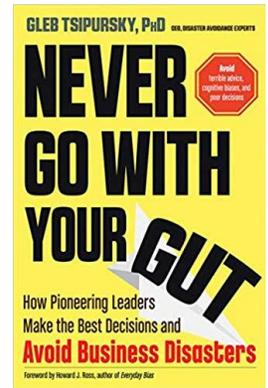
Readers will learn:

- How top leaders and organizations overcome cognitive biases
- Which best practices help organizations avert catastrophe
- How to adapt proven strategies into any business context
- Why to steer clear of traditional business assessments like SWOT
- How survivorship bias distorts how leaders assess failure and success.
- Why gut instinct extracts its highest toll at the top levels of leadership

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[disasteravoidanceexperts.com](http://disasteravoidanceexperts.com)



“It is tragic that business leaders consider making the best decisions as the key hallmark of business success, yet they treat the process of decision-making as something intuitive and almost magical.”  
— DR. GLEB TSIPURSKY,  
author, *Never Go With Your Gut*

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*Never Go With Your Gut* shows leaders how to improve their business decision-making in easy but essential steps, relying on data and evidence over emotions. It builds a practical framework for dismantling the traps of bias, bad advice and skewed judgment. Filled with real-world examples and compelling research, the book exposes the limitations of leading on instinct, empowering leaders of any organization to make the decisions that sustain success.

## About the Author

**Dr. Gleb Tsipursky** is a cognitive neuroscientist and expert on behavioral economics and decision making. As CEO of Disaster Avoidance Experts, he spent over two decades consulting, coaching, speaking and training hundreds of clients across North America, Europe, and Australia, including Aflac, IBM, Honda, Wells Fargo, and the World Wildlife Fund. With over 15 years in academia, including 7 as a professor at Ohio State University, he published dozens of peer-reviewed pieces in academic journals such as *Behavior and Social Issues* and the *Journal of Social and Political Psychology*. His thought leadership is featured in *Fast Company*, *CBS News*, *Time*, *CNBC*, *Inc Magazine*, and elsewhere. He authored the bestselling *The Truth-Seeker's Handbook*. His new book is [\*Never Go With Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters\*](#). He lives in Columbus, Ohio. Learn more at [disasteravoidanceexperts.com](http://disasteravoidanceexperts.com), and on Twitter at @gleb\_tsipursky.

“With cutting-edge research in behavioral economics and cognitive neuroscience, this book provides truly effective decision-making strategies.”

—MARSHALL GOLDSMITH,  
#1 *New York Times* bestselling author, *Triggers*, *Mojo*, and *What Got You Here Won't Get You There*

“Before you find yourself about to make another gut-based decision that will surely end badly you must take the time to read this book. It will save you from yourself!”

— LEONARD A. SCHLESINGER, PHD, Vice Chairman and COO Emeritus at Limited Brands, Baker Foundation Professor at Harvard Business School, bestselling author of *Just Start*